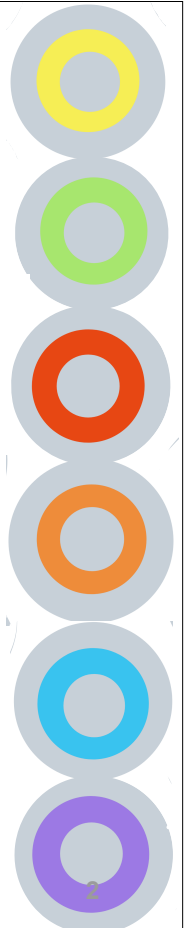


If you're not an expert at
'winging it'
then...
you're in the right place.

Credible Communications in a Crisis

A few essential ways to build
credibility and rapport
in a time of uncertainty.



What you say and *How* you say it are equally important.

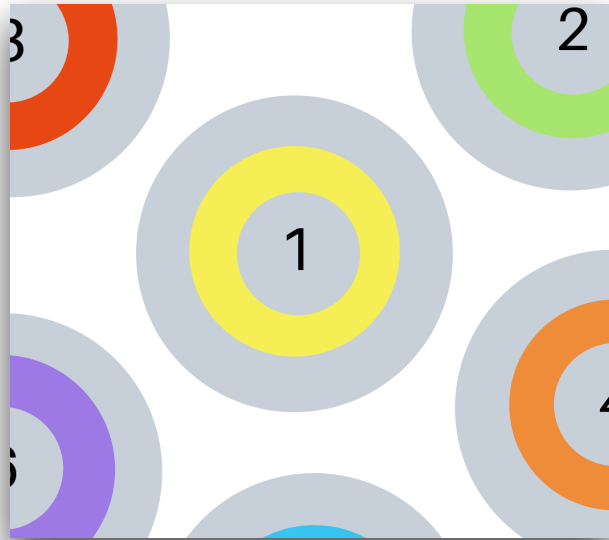


Key Takeaways



Today everyone is in the Communications Business.

Show care
(Be Genuine)







I. Show Care

"The last few days have been extremely trying and chaotic for so many of us. Trying to help our clients during a pandemic is probably one of the greatest challenges we'll ever face.

I wanted to let you know how incredibly hard your association is working on your behalf and how we're continuing to advocate for homeownership..."

Before you write anything:

BEFORE YOU WRITE

-  What's the **goal**?
-  Who's the **audience**?
-  WIIFM? What's in it for them?
So what?
-  What do you want them to **do**?

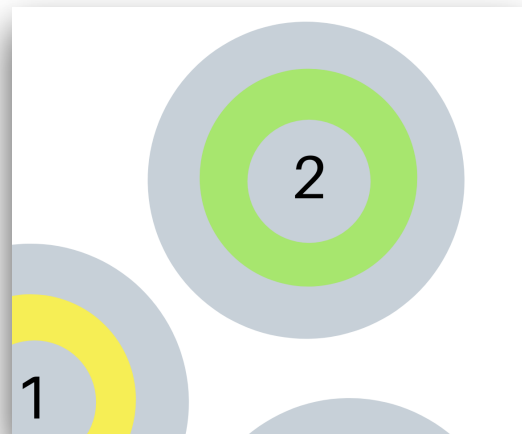
nSight  marketing

nSight  marketing

7

1. Show care

*Focus on THEM
What they need
Stay grounded*



Every Crisis
Needs a Plan

nSight  marketing

8

2020 Communications Plan						
1	2020 Communications Plan					
2	Communications Objective 1:	Highly relevant, industry content based on what members say they need to know about most				
3	Communications Objective 2:	Beyond content, offer local perspective				
4	Target Audiences:	(1) Designated Broker (with 10 or More Agents) (2) High Producing Agents with \$20M or More in Gross Sales (3) New Members <3 Years in Business				
5	Key Messages	VP key messages below				
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Crisis Message Matrix

Key Message: Support one another to address and overcome any challenge that faces us.

What to say

	Target Audience 1: Designated Brokers	Target Audience 2: Agents	Target Audience 3: New Members
Here's what they're thinking /worrying about by member group:	Am I still open for business?	Social distancing @ open houses	How to conduct a virtual open house?
What they need to know / Pressing Q's	Target Audience 1: Designated Brokers	Target Audience 2: Agents	Target Audience 3: New Members
1. Ongoing Business...			
- Closings, Forms			
- Open Houses			
- Transaction Qs			
- REC - CE			
2. What the new Gov't Stimulus means?			
3. What to say to buyers / sellers?			

Crisis Message Matrix

How to reach them			
	Email	Social	Website
Urgent Updates	<ul style="list-style-type: none"> • Localize state and national articles • Support with tangible solutions/recommendations 	<ul style="list-style-type: none"> • Facebook - announce or lead to website • Twitter - breaking news 	<ul style="list-style-type: none"> • Dedicated Landing Page • Home page announcements
In-depth articles			
Inspiration - Encouragement			

11

Dear [REDACTED]

Bob Goldberg, CEO of the National Association of REALTORS, sent the message below to let all of us know what NAR is doing in the wake of the pandemic. NAR is providing valuable resources and aggressive action legislatively to preserve a stable Real Estate market. For up to the minute information, click www.nar.realtor/coronavirus



Mar 22, 2020 6:40 PM
Bob Goldberg

We have been aggressively working the Hill on behalf of our members responding to a flurry of legislative activity aimed at providing economic relief from the COVID-19 virus. We are committed to ensuring that lawmakers continue to take into consideration the real estate industry, including independent contractors and small business owners. Below is a compilation of the letters we have sent this past week as well as the work we are doing with state associations to classify real estate services as essential services in emergency declarations. We are also working with the Department of Labor to get clarification on calculation of employer thresholds for paid leave passed in the Families First Coronavirus Response Act. The discussions with lawmakers will continue into next week and we appreciate any feedback you can give us on the impact of COVID-19 on your businesses and communities. We had calls this week with several General Counsels from your firms as well as with representatives from your affiliated mortgage companies and their feedback has been very valuable. We hope you and your families are staying safe.

- **Families First Coronavirus Response Act:** Congress passed a bill this week that created emergency paid sick leave, as well as paid family leave in the case of school closures, for working families impacted by COVID-19. Click [here](#) for impact on real estate industry. NAR is working with industry partners and DOL to understand the calculation of employer thresholds for some of these paid leave benefits.
- **Relief for small business/ICs:** NAR sent a [letter](#) to Congressional leaders urging them to include support for self-employed professionals and other small business owners as well as a follow-up [letter](#) on this issue as Congress considers additional relief packages. NAR also signed a coalition [letter](#) that would encourage Congress to provide readily accessible, unsecured credit to employers and self-employed individuals of all sizes to ensure they have the cash to pay their workers, rent, and other costs during this crisis;
 - suspend the filing of business returns and the payment of all business taxes to the federal government for the duration of the pandemic; and amend the Tax Code to, among other items, restore the ability of businesses to carryback any net operating losses against previous year tax payments;
 - suspend the application of the Section 163(j) limitation on interest expense deductions for tax year 2020 to avoid penalizing businesses for borrowing during this crisis; and
 - suspend the Section 461(f) loss limitation on pass-through businesses to allow businesses to full deduct any losses they incur this year.
- **Essential Real Estate Services:** NAR is working with state associations, many of whom are reaching out to their Governors to request that certain real estate services be deemed "essential services" during emergency declarations. NAR is also working closely with ALTA and MBA whose members are also greatly impacted by county closures of recordation services.
- **Multi-family:** NAR joined a coalition [letter](#) representing for-profit and non-profit owners, developers and others involved in the provision of affordable rental housing. It asks for direct rental assistance for families who have income loss due to COVID-19, it cautions against blanket eviction moratoriums-feels they should be targeted to situations related to COVID-19 and provide relief for property owners in the form of mortgage or other financial obligation forbearance
- **1031:** NAR sent a [letter](#) to Treasury to include deadline relief for 1031 like-kind exchanges 180-day completion deadlines. As you know there will be delays in settlements due to title companies and others closed during the outbreak. Also, they should extend the 45-day period for identifying possible properties as exchange candidates. Relief for this program has been provided in the past during other presidentially declared disasters.
- **SECURE Notarization Act:** NAR is working with other trade associations and industry partners to support the "Securing and Enabling Commerce Using Remote and Electronic Notarization Act of 2020" (SECURE Notarization Act). NAR sent this [letter](#) to lawmakers in support of the bill. This legislation would continue and expand access to remote online notary (RON). It would permit immediate nationwide use of RON, with minimum standards and provide certainty for the interstate recognition of RON. The SECURE Notarization Act builds on ongoing efforts of lawmakers to promote remote transaction options for consumers.
- **Opp Zones:** NAR sent a [letter](#) to the Treasury Department and the Internal Revenue Service to include deadline relief for the working capital safe harbor for Qualified Opportunity Funds with any forthcoming package of taxpayer relief measures.
- **Open House Guidance:** NAR has issued [guidance](#) on open houses during the COVID-19 outbreak.

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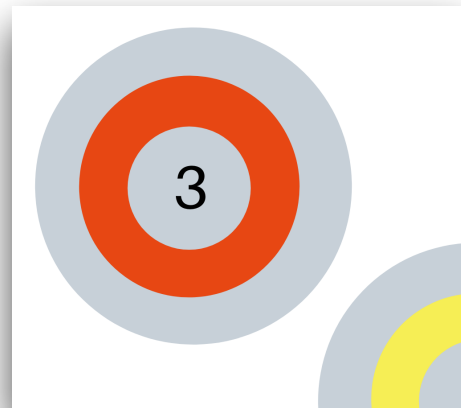


13

1. Show care

2. Plan

*It's up to the leader to
coordinate your
communications.*



Make some
decisions
(Prioritize and Pivot)

Goal: Seek out questions, Purposeful updates, Clear confusion

Local Associations
Answering / Collecting Questions

Members
Taking Direct Calls

Eyes and Ears open for information to share.

Member Communications
How / Where to inform members | the media

GAD
Advocating for the industry

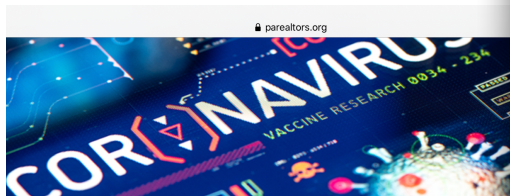
Leadership
Policy decisions

Legal
Policy Responses

Education
REC Updates

CEO

Coordinate with all staff, local AEs and, other industry organizations



By: Hank Lerner, Esq. on March 19th, 2020 in News | Legal Issues | Government Affairs | Industry News

Updates on COVID-19 and Real Estate in Pennsylvania

Editor's Note: As the impact of COVID-19 (coronavirus) is fluid, information in this article was correct at the time of posting and may be out of date at the time you are reading it. For the most up-to-date guidance on coronavirus, please visit PARealtors.org/coronavirus.

You've got questions. Lots of questions.

At this point, things are changing day by day – sometimes even hour by hour. And since real estate transactions are dependent on so many third-party service providers, the complexity of each individual question is complicated by many orders of magnitude. To be perfectly honest, right now we have just as many questions as you do, and very few firm answers.

But we're working on it. Even if you can't see the results just yet, PAR is working hard to get information and answers to help our members and their clients in these difficult times. **Here's a snapshot of the things we've been doing, and some tips on the sorts of questions you should be asking about your transactions to assess how to move forward the best that you can.**

Expert Market in Minutes
[Click Here](#)



Real Estate & Coronavirus: FAQs

Q: Can I still hold open house events?

March 21, 2020 at 3:00 p.m.



20 likes

parealtors 🏠 This is a hot question right now since it's Sunday. Answer on our FAQ via the link in our bio. Hint: The answer is the same for individual house showings with one client.

View all 3 comments



Companies and Closings

across the state indicate that the actual physical closing process is being handled differently. Some are doing business as usual with in-person closings - though often with additional distancing parties (e.g., buyer and seller in separate rooms with separate paperwork and pens). Some are handling things as much as they can (parties signing and notarizing separately off-site). And unfortunately, some are down for business altogether. In some cases, even if the title companies are willing to close the deal, to get tax certificates and utility payoffs from a shuttered municipality is forcing delays.

discussions with the Land Title Association is focused on ensuring that title services are available as possible, and we will continue to work with them to provide additional information to members.

NOTE: Call the title companies that are scheduled to handle your closings and ask them what they're experiencing. If one company can't accommodate a closing, it may be necessary to seek out another company that can handle the transaction.

Extensions

list of transactions hitting speedbumps of various sorts because of the unavailability of resources and/or delays. Many members have been drafting some sort of contract extension language and have been using a state standard form.

counsel have reviewed various forms options and have been hard at work drafting possible language. We're going into all the detail, let's just say that there's a delicate balance between speed and precision, and we want to make sure we're not going to write something that actually adds confusion to the process. More information will be made available in the next several days.

NOTE: If your transaction needs extended time frames, there's already a form for that - the Change in Contract (Form CTA) allows the parties to change any deadline in the Agreement by mutual agreement.

the bulk of Realtors® are independent contractors, there's been a great deal of concern over whether governmental aid would impact members. NAR has been pushing for independent contractors to be protected by federal legislation, and there are some helpful provisions in the bill that was just passed. More information will be made available through NAR, and we expect further clarification will be made available. The Pennsylvania Association of Realtors® is posting new information on its coronavirus webpage at <http://PARealtors.org/Coronavirus> to help Realtors® navigate the challenges posed by the pandemic.

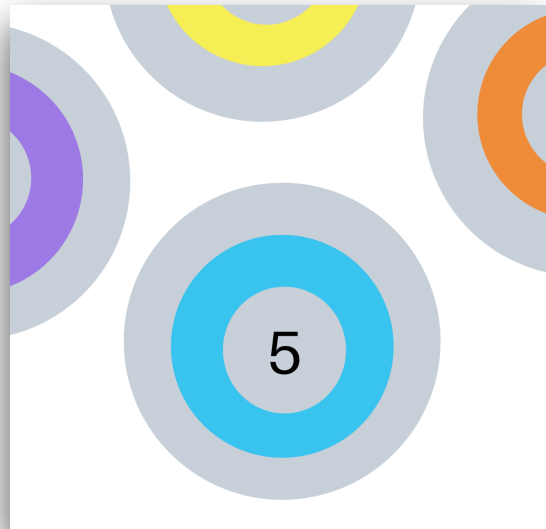
Realtors

1. Show care
2. Plan
3. Make some decisions



Own it

1. Show care
2. Plan



Key Messages



- Helping you *understand* and *evaluate* the issues to help you *plan ahead*.
- *Working together to overcome any challenge* that faces us.
- *Still advocating for you and your business*

nar.realtor/valuepropositiontoolkit
 Code of Ethics: <https://bit.ly/33ToeTe>


Focusing on
WHAT MATTERS
 To Your Business.



Local political involvement to pursue issues that matter to you.



Local visibility to promote what you do in our community.



Local awareness of ethics and high REALTOR® standards.

◦ Tackling the Issues That Are Core to Your Success. ◦

Association Logo in white



1. Show care
2. Plan
3. Make some decisions
4. Own it
5. Key Messages

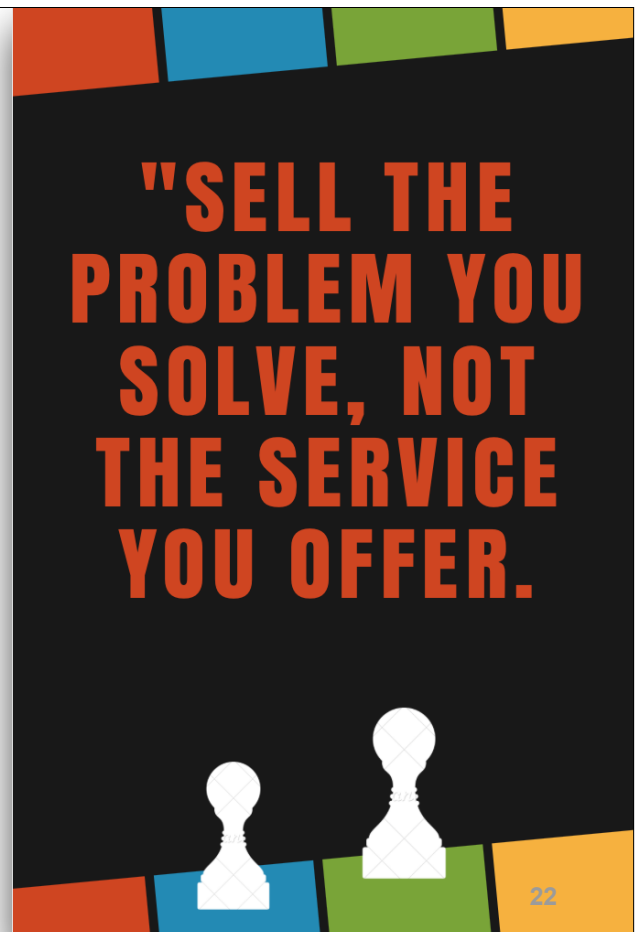


Readability Basics



Benefits -
not only **Features**

- Here's what **we** do.
- Here's what **you**
(member) can do
because of what we
do.



Benefits

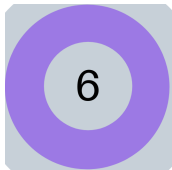
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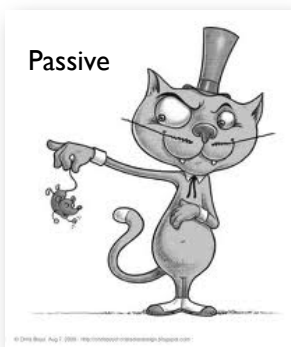
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Use the active voice.



The mouse was eaten by the cat.

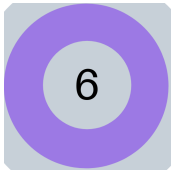


The mouse is dead.

Passive voice shifts the focus of a sentence away from the doer.



Active voice emphasizes the doer



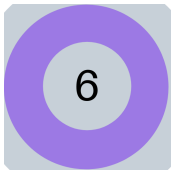
Use the active voice.



We have been aggressively working the Hill on behalf of our members



I wanted to let you know how incredibly hard your association is working on your behalf...



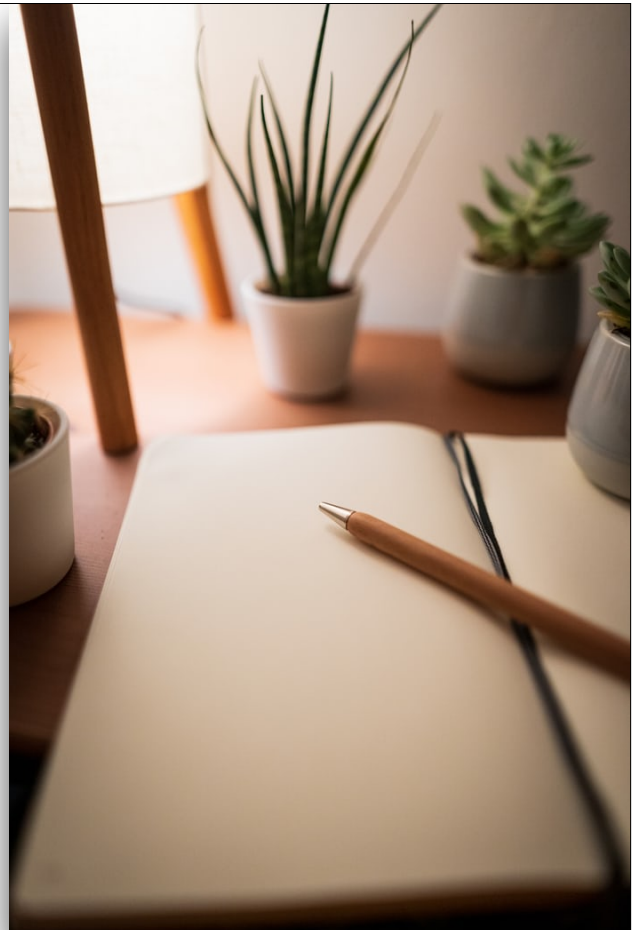
Right size your communications.



Old: Over-communicate



Get your plan on track.
Revise your plan (or)
Start from scratch.



INFORMATION
IS
GIVING
OUT
COMMUNICATION
IS
GETTING
THROUGH.

- John Maxwell -

29

Credible Communications in a Crisis



Credible Crisis Communications in 6 steps

1

Show Care

- Anticipate your stakeholders' fears and uncertainties
- Use the 'Four Questions' to think through what to say

2

Plan

- Modify your existing plan
- Gather relevant information and updates
- Be intentional with exceptions
- Rethink notification systems

3

Decide

- Who's the team?
- What's the new process?
- Where will you source information?
- Who's the Spokesperson?

4

Own It

- Own your decisions
- Follow through on what you say you'll do
- Answer questions, be available

5

Message

- Key messages more important than ever
- If you don't have one, develop one to focus on and say over and over again
- Keep your focus on them

6

Basics

- Prioritize the BENEFIT: go beyond the feature
- Lead with THEM
- Use the active voice
- Right-size your communications

